



WLOS Asheville  
110 Technology Dr  
Asheville, NC 28803

Smart Media Group-Alexandria  
814 King St  
Ste 400  
Alexandria, VA 22314

## Contract # 1348967

**Schedule Dates** 08/07/12-08/12/12  
**Advertiser** McCrory for Governor (30707)  
**Agency** Smart Media Group-Alexandria (6613)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** MCCRORY FOR NC GOV (453334)  
**Salesperson** Millennium/PHL, Philadelphia (1103)  
**Sales Office** Millennium Philadelphia  
**Buyer Name** Brooks,Michele  
**Phone/Fax** /  
**CPE** MCCR/ORDR/806812  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** MCCRORY FOR NC GOVER  
MCCRORY FOR NC GOVERNOR  
SHARE 40%

**Date Entered** 08/01/12  
**Last Modified** 08/02/12  
**Entered By** Louise Palmer  
**CO-OP** No  
**Headline #** ECR09762334  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,225.50  
**Net Total** \$23,944.50  
**Sales Tax**

## Asheville (WLOS)

By Broadcast Month	Spots	Rate
Aug. 2012	29	\$28,170.00
<b>Grand Total:</b>	<b>29</b>	<b>\$28,170.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	08/07/12-08/07/12	2	1:00	11:58:41A- News-News 13 at Noon	1		X						1	\$1,100.00	\$1,100.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2NOTE THESE ARE 60'S	8/1/12
2.0	Normal Line / News	08/09/12-08/09/12	2	1:00	11:58:41A- News-News 13 at Noon	1				X				1	\$1,100.00	\$1,100.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2THESE ARE 60'S	8/1/12
3.0	Revised Line / News	08/06/12-08/06/12	2	1:00	5A- News-News 13 Early 5am	1	X										Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2THESE ARE 60'S	8/1/12
3.1	Normal Line / News	08/07/12-08/07/12	2	1:00	5A- News-News 13 Early 5am	1		X						1	\$520.00	\$520.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2THESE ARE 60'S	8/2/12
4.0	Normal Line / News	08/08/12-08/08/12	2	1:00	5A- News-News 13 Early 5am	1			X					1	\$520.00	\$520.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2THESE ARE 60'S	8/1/12
5.0	Normal Line / News	08/07/12-08/07/12	2	1:00	10:59:56P- News-News 13 11p Late News	1		X						1	\$2,600.00	\$2,600.00	Asheville (WLOS)	NEWS 13 TONIGHT LEVEL 2THESE ARE 60'S	8/1/12
6.0	Normal Line / News	08/09/12-08/09/12	2	1:00	10:59:56P- News-News 13 11p Late News	1				X				1	\$2,600.00	\$2,600.00	Asheville (WLOS)	NEWS 13 TONIGHT LEVEL 2THESE ARE 60'S	8/1/12
7.0	Normal Line / News	08/11/12-08/11/12	2	1:00	6P- 7P (EST)	1						X		1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS 13 LEVEL 2THESE ARE 60'S	8/1/12
8.0	Normal Line / News	08/12/12-08/12/12	2	1:00	6P- 7P (EST)	1							X	1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS 13 LEVEL 2THESE ARE 60'S	8/1/12

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9.0	Revised Line / News	08/06/12-08/06/12	2	:30	11:58:41A- News-News 13 at Noon	1	X										Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/1/12
9.1	Normal Line / News	08/07/12-08/07/12	2	:30	11:58:41A- News-News 13 at Noon	1		X						1	\$550.00	\$550.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/2/12
10.0	Normal Line / News	08/08/12-08/08/12	2	:30	11:58:41A- News-News 13 at Noon	1			X					1	\$550.00	\$550.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/1/12
11.0	Normal Line / News	08/10/12-08/10/12	2	:30	11:58:41A- News-News 13 at Noon	1					X			1	\$550.00	\$550.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	8/1/12
12.0	Normal Line / News	08/07/12-08/07/12	2	:30	5A- News-News 13 Early 5am	1		X						1	\$260.00	\$260.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	8/1/12
13.0	Normal Line / News	08/09/12-08/09/12	2	:30	5A- News-News 13 Early 5am	1				X				1	\$260.00	\$260.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	8/1/12
14.0	Normal Line / News	08/10/12-08/10/12	2	:30	5A- News-News 13 Early 5am	1					X			1	\$260.00	\$260.00	Asheville (WLOS)	NW13 EARLY-5AM LEVEL 2	8/1/12
15.0	Normal Line / News	08/11/12-08/11/12	2	:30	5:58:40A- News-News 13 @ 6am Saturday	1						X		1	\$200.00	\$200.00	Asheville (WLOS)	GD MRN-SAT-ABC LEVEL 2	8/1/12
16.0	Normal Line / News	08/11/12-08/11/12	2	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X		1	\$300.00	\$300.00	Asheville (WLOS)	NWS13 SAT MORN LEVEL 2	8/1/12

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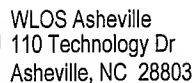
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17.0	Normal Line / News	08/12/12-08/12/12	2	:30	5:59A- News-News 13 @ 6am Sunday	1							X	1	\$200.00	\$200.00	Asheville (WLOS)	NWS13 SAT MORN LEVEL 2	8/1/12
18.0	Normal Line / News	08/12/12-08/12/12	2	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X	1	\$300.00	\$300.00	Asheville (WLOS)	NWS13 SUN MORN LEVEL 2	8/1/12
19.0	Normal Line / News	08/12/12-08/12/12	2	:30	8A- ABC-Good Morning America Sunday	1							X	1	\$500.00	\$500.00	Asheville (WLOS)	GMA SUN LEVEL 2	8/1/12
20.0	Revised Line / News	08/06/12-08/06/12	2	:30	10:59:56P- News-News 13 11p Late News	1	X										Asheville (WLOS)	NEWS 13 TONIGHT LEVEL 2	8/1/12
20.1	Normal Line / News	08/07/12-08/07/12	2	:30	10:59:56P- News-News 13 11p Late News	1		X						1	\$1,300.00	\$1,300.00	Asheville (WLOS)	NEWS 13 TONIGHT LEVEL 2	8/2/12
21.0	Normal Line / News	08/08/12-08/08/12	2	:30	10:59:56P- News-News 13 11p Late News	1			X					1	\$1,300.00	\$1,300.00	Asheville (WLOS)	NEWS 13 TONIGHT LEVEL 2	8/1/12
22.0	Normal Line / News	08/10/12-08/10/12	2	:30	10:59:56P- News-News 13 11p Late News	1					X			1	\$1,300.00	\$1,300.00	Asheville (WLOS)	NEWS 13 TONIGHT LEVEL 2	8/1/12
23.0	Revised Line / News	08/06/12-08/06/12	2	:30	5:28P- News-News 13 at 5:30p	1	X										Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/1/12
23.1	Normal Line / News	08/07/12-08/07/12	2	:30	5:28P- News-News 13 at 5:30p	1		X						1	\$1,100.00	\$1,100.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	8/2/12

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